

CONTENT DISPLAY MONITOR

Trevor I. Blumenau

ABSTRACT

5 The invention can enable monitoring of the display of  
content by a computer system. Moreover, the invention can  
enable monitoring of the displayed content to produce  
monitoring information from which conclusions may be deduced  
regarding the observation of the displayed content by an  
observer. The invention can also enable monitoring of the  
10 display at a content display site of content that is provided  
by a content provider site over a network to the content  
display site. Additionally, the invention can enable the  
expeditious provision of updated and/or tailored content over  
a network from a content provider site to a content display  
15 site so that the content provider's current and appropriately  
tailored content is always displayed at the content display  
site. Aspects of the invention related to transfer of content  
over a network are generally applicable to any type of network.  
However, it is contemplated that the invention can be  
20 particularly useful with a computer network, including private  
computer networks (e.g., America Online™) and public computer  
networks (e.g., the Internet). In particular, the invention  
can be advantageously used with computer networks or portions  
of computer networks over which video and/or audio content are  
25 transferred from one network site to another network site for  
observation, such as the World Wide Web portion of the  
Internet.